

## Message Text

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ACTION AF-10

INFO OCT-01 IO-14 ISO-00 DHA-02 CIAE-00 DODE-00 PM-04

H-02 INR-07 L-03 NSAE-00 NSC-05 PA-02 PRS-01

SP-02 SS-15 USIA-15 COME-00 EB-07 LAB-04 SIL-01

OMB-01 TRSE-00 AID-05 /101 W

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R 220930Z JUN 77

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC 6260

AMCONSUL CAPE TOWN

AMEMBASSY PRETORIA

USMISSION USUN NEW YORK

UNCLAS JOHANNESBURG 1599

E.O. 11652: N/A

TAGS: ELAB, EGEN, EIND, BEXP, SF, US

SUBJECT: US BUSINESS MANIFESTO. REACTIONS TO LATEST SULLIVAN  
ANNOUNCEMENT

REF: STATE 134880 (NOTAL)

JOHANNESBURG

1. THE FOLLOWING ACCOUNT FROM THE JUNE 22 EDITION OF THE ENGLISH  
LANGUAGE DAILY THE CITIZEN, WHICH CARRIES THE BYLINE OF LABOR  
REPORTERS TJAART COETZEE AND JAAP THERON, PRESENTS A FAIRLY  
COMPREHENSIVE AND ACCURATE PICTURE OF INITIAL REACTIONS TO  
THE LATEST ANNOUNCEMENT BY THE REV. SULLIVAN.

2. QUOTE: A CABINET MINISTER, EMPLOYERS, UNIONS AND GOVERNMENT  
YESTERDAY WELCOMED NEW AMERICAN SUPPORT FOR BETTER JOB OPPORTUN-  
ITIES FOR BLACKS EMPLOYED BY AMERICAN FIRMS IN SOUTH AFRICA.  
DR CONNIE MULDER, MINISTER OF INFORMATION SAID THAT ALTHOUGH  
HE FOUND NO FAULT WITH THE PRINCIPLE, HE WOULD LIKE TO SEE IT  
APPLIED IN OTHER COUNTRIES WHERE US FIRMS OPERATED.  
SPOKESMAN FOR MANAGEMENT AND LABOUR SAID THE SIX PRINCIPLES  
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TO WHICH THE AMERICAN COMPANIES SUBSCRIBED WERE APPLIED  
BY ANY SOUTH AFRICAN BUSINESS WHICH WAS SOCIALLY CONSCIOUS.  
" ONLY, WE DON'T BLOW OUR TRUMPETS SO LOUDLY", DR ERROL DRUMMOND,  
DIRECTOR OF THE STEEL AND ENGINEERING INDUSTRIES FEDERATION  
(SEIFSA) TOLD THE CITIZEN YESTERDAY.  
EARLIER THIS WEEK, 21 AMERICAN COMPANIES OPERATING IN SOUTH  
AFRICA ADDED THEIR NAMES TO A LIST OF 12 WHO UNDERTOOK TO HELP

PROMOTE FAIR EMPLOYMENT PRACTICES AND PRESERVE HUMAN DIGNITY.

"BASICALLY THESE AMERICAN FIRMS ARE NOT PIONEERING, THEY ARE MERELY UNDERSCORING CERTAIN EXISTING CODES," DR. DRUMMOND SAID.

"THE TARGETS ARE THOSE WHICH ANY SOCIALLY-CONSCIOUS SOUTH AFRICAN FIRM IS TRYING TO ACHIEVE".

MANY FIRMS WERE INVOLVED IN SIMILAR EXERCISES, BUT THEY DID IT WITHOUT FANFARE OF TRUMPETS. " IT HAS TO BE HANDLED CAREFULLY SO AS NOT TO CAUSE SOCIAL FRICTION", SAID DR. DRUMMOND.

MR ANDRE MALHERBE, VICE-PRESIDENT OF THE TRADE UNION COUNCIL, SPEAKING ON BEHALF OF THE GENERAL SECRETARY, SAID TUSCA SUPPORTED THE ADVANCEMENT OF BLACKS TO MANAGEMENT LEVEL ON MERIT.

MR. MALHERBE SAID TWO OF SOUTH AFRICA'S MAJOR BANKS HAD ABOLISHED DISCRIMINATION LONG AGO. " PROMOTION IS ON MERIT -- ONLY WE DON'T MAKE A SONG AND DANCE ABOUT IT", HE SAID.

OFFICIALS FROM THE DEPARTMENT OF LABOUR IN PRETORIA SAID THERE COULD BE NO COMPLAINT ABOUT THE PRINCIPLE EXPOUNDED BY THE AMERICANS, SO LONG AS NO LAWS WERE CONTRAVENED. THEY AGREED WITH THE MOVE AWAY FROM DISCRIMINATION AND THE PROVISION OF IMPROVED JOB OPPORTUNITIES FOR BLACKS AS IT WAS WITHIN DECLARED GOVERNMENT POLICY.

A SPOKESMAN FOR ONE OF THE AMERICAN COMPANIES CONCERNED SAID YESTERDAY:

" WE HAVE BEEN APPLYING THESE PRINCIPLES WITH VERY FEW PROBLEMS, EXCEPT POSSIBLY THE PROVISION OF CANTEEN FACILITIES. AS FAR AS UNCLASSIFIED

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SEPARATE TOILET FACILITIES ARE CONCERNED, THERE ARE NO PROBLEMS. WE HAVE REMOVED THE NOTICES RESERVING THE TOILETS FOR EITHER BLACKS OR WHITES, BUT THIS DOES NOT SEEM TO HAVE MADE ANY DIFFERENCE", HE SAID.

OTHERS WERE ADAMANT THAT BLACK ADVANCEMENT WOULD NOT BE FORCED AT THE EXPENSE OF THE QUALITY OF THE PRODUCTS. TRAINING FACILITIES WOULD BE PROVIDED ( ONE FIRM REPAYS 70 PERCENT OF STUDY COSTS OF BLACKS WHO WISH TO IMPROVE THEMSELVES) BUT, THEY AGREED, BLACK ADVANCEMENT WOULD BE ACCORDING TO MERIT. MOST FIRMS SAID THEY HAD SCHEMES TO HELP BLACK WORKERS WITH HOUSING LOANS AND ALSO GAVE ASSISTANCE WITH SCHOOL FEES AND OTHER EXPENSES.

3. COMMENT: THE SAME EDITION OF THE CITIZEN CARRIES AN EDITORIAL WHICH IS LESS BALANCED AND OBJECTIVE THAN THE ABOVE ACCOUNT. WHILE NOTING THAT THERE IS NOTHING IN THE SOUTH AFRICAN SCHEME OF THINGS WHICH PREVENTS ANY COMPANY FROM CARRYING OUT SUCH A PROGRAMME, THE EDITORIAL ASKS WHY THE SAME CODE IS NOT APPLIED " TO ALL AMERICAN FIRMS AT HOME AND ABROAD". END COMMENT.  
KIRBY

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